

# A Summary of WIP's Past & Future Directives

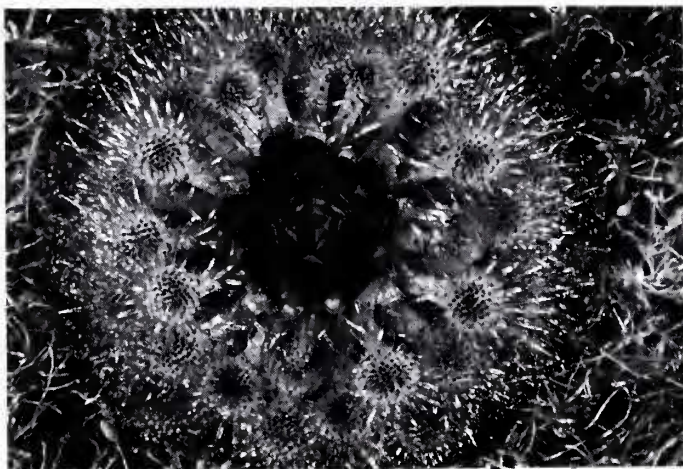
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The original operational guidelines for WIP highly stressed the production of diverse varieties of CP in wholesale quantities. The reason was to get as many species and hybrids as possible into circulation as a means of preservation by location diversity. A total commitment was made to acquire and develop new varieties for distribution through direct response retailing and to provide these plants to other nurseries on a wholesale basis. In a seven year period, over 200 different varieties of carnivores were made available to our customers. Many of the plants that you have in your collection today were first made available to hobbyists through these earlier efforts. The program of providing new plants to collectors was greatly assisted by a number of collectors who volunteered their rare plants for the sole purpose of intensified propagation. They can now take pride in knowing that many of their original plants have been used to establish a then "rare plant" into a common variety today. These dedicated collectors and their plants are too numerous to list, but their efforts have not gone unnoticed.

It is not my intent to make this sound like an epitaph for WIP, but as a means of conveying my thoughts over the years. I would like to point out that WIP will be changing its objectives for its second decade. Simply put, we are not going to invest the majority of our time looking for new varieties of plants to offer today's collectors. We will produce fewer varieties of plants and offer less. Believe it or not, the hobby has matured. There are a large number of companies who specialize in CP. They offer a wide selection of plants and their prices are very reasonable. Most important, they grow their plants on a commercial basis rather than pull them from the field. They are world-wide and conservation based. It would be counterproductive to compete with them for all companies would suffer with less sales that in the end would put some out of business. Each has a niche to fill and can foster the appeal of carnivores to their clientele.

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*D. nitidula* setting gemmae. Photo by Jerome Wexler.

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To be truthful, the declining interest here in the USA has troubled me. To be strong in our conservation programs, we need a strong Society. Unless there is a philanthropist who wants to donate mega-funds to us, we will need a large number of dedicated collectors to have an impact on long-term conservation. WIP will spend the next decade in bringing more people into the hobby. To do so will require a massive wholesale effort in growing the best possible plants and making them available to nurseries around the country. Specifically, the ever popular *Dionaea*, *Sarracenia* and *Drosera* varieties will be produced in tremendous numbers to decrease individual plant production costs. I will use my professional production engineering background to develop the most effective and efficient means to produce these plants. WIP will develop new *Sarracenia* hybrids that will exemplify the best of the genus. They will be marketed as attractive low priced plants comparable to African violets and other mass produced houseplants. New packaging will be developed to enhance the plants during display. Informative and thorough culture instructions will be provided with each plant to assist the purchaser with their new acquisition. Nothing will be left undone.

We will maintain a strong and growing presence in mail order sales because it is a practical way for the general public to get started in CP growing/collecting. We will offer only the most spectacular of each genus and have them available at the lowest practical price. It will now be up to you to go after that really rare and difficult to obtain and grow species. It will not be easy, but you will benefit greatly from the efforts and will surely take extra care when the plant you are seeking finally arrives. You will make contact with a number of other growers and that is precisely the true meaning of our hobby as communicated through CPN, "to disseminate information on CP culture and preservation." WIP encourages collector to collector trading and exchange of information. It is the preferred way to gain specific information about plant culture and to add new material to your collection.

The bottom line is, WIP is advancing to a new level in evolution. What more can I say?



*Drosera regia* growing in a one gallon container at the Northern California CP meeting. See News & Views page 37. Photo by J.A. Mazrimas.